

DINAH THOMSEN



CONTACT

- ✉ Dinah-malene@live.dk
- 💻 www.Dinahmbt.com
- in www.linkedin.com/in/dinah-thomsen/
- f www.facebook.com/dinah.thomsen
- 📷 www.instagram.com/dinahmb/

SKILLS

PROFESIONAL

Facebook Ads
Content creation & SoMe
Strong communicator
SEO & ASO
Google Analytics
Google Ads
Google Data Studio
Indesign & Photoshop
Affiliate marketing

PERSONAL

Creative
Ambitious
Structured
Data driven
Service-minded
Solution oriented
Curious
Quick learner
Positive mindset

EDUCATION

- 2018 • **CAND. LING. MERC.**
- *Copenhagen Business School*
- 2016 Intercultural Marketing is focused on planning marketing processes based on an understanding of intercultural differences in the global marketplace and their consequences for marketing and management.
- 2016 • **BA EUROPEAN BUSINESS**
- *Copenhagen Business School*
- 2013 Cross-curricular bachelor program focusing on communication, culture, business, and language (English). Holding a Bachelor of Arts in European Business, I have extensive knowledge of the EU and how to support a European company's ability to compete in a global market.

WORK EXPERIENCE

- 2020 • **SOCIAL MEDIA MANAGER**
- *SPASIBA*
As Social Media Manager, I handle a range of different clients' online presence. My tasks include:
 - SoMe strategy development
 - Paid campaigns on Facebook, Pinterest & LinkedIn
 - SoMe Counseling
 - Community management
 - Content production
 - Website optimization**Achievements:**
 - Increased Facebook ROAS by 250% for a client
 - Decreased CPC on Facebook by 76% for a client
 - Increased number of followers on Facebook page by 112% for a client
 - Increased Facebook post interaction by 399% for a client
- 2019 • **MARKETING COORDINATOR**
- *KEYPARTNER*
- 2020 As marketing coordinator at KEYPARTNER, I was responsible for building and growing the company's brand across their channels. My responsibilities include:
 - Content marketing
 - Managing WP website
 - SoMe
 - SEM & SEO**Achievements:**
 - 14 keywords in ranking #1-3 in SERP
 - 23 keywords in ranking in #10 in SERP
 - Increased number of Google Ads leads with 155% in 2 months
- 2019 • **MARKETING COORDINATOR**
- *Linkfactory*
- 2017 My job was to boost the company's and clients' marketing efforts. This entailed:
 - Content creation
 - Newsletter automatization
 - SEM
 - SoMe
 - Advising clients about digital marketing
 - Texts for websites & apps
 - Translations
 - KPI reporting
 - SEO/ASO
 - Website analysis**Achievements:**
 - Reduced CAC from 102,84 DKK to 0,50 DKK
 - Increased app downloads by 50.000 in 4 months